2014 Guaranteed Ride Home Survey Highlights

Overview

The Georgia Department of Transportation (GDOT), in cooperation with the U.S. Department of Transportation, sponsors the evaluation of Atlanta Transportation Demand Management (TDM) programs. TDM programs are designed to reduce reliance on single-occupant vehicles for travel and thereby reduce congestion and improve air quality.

The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducts periodic assessments of regional TDM programs to evaluate their effectiveness. These assessments now include the evaluation of the Guaranteed Ride Home (GRH) program; this is the first GRH survey conducted for the Atlanta area. The GRH program, which started in 1999, is a service sponsored by GDOT and offered through the Atlanta Regional Commission (ARC) and Georgia Commute Options (GCO). Commuters who carpool, vanpool, bike, or use transit to get to work, and are unable to catch their normal ride home due to unexpected events, are eligible to receive a free guaranteed ride home. Participants in the GRH program can receive up to five (5) trips home or to their car from work each year in the event they become ill, have unscheduled overtime, need to attend to a family emergency, etc.

The purpose of the GRH Survey is to assess program effectiveness as well as travel behavior changes as a result of participation in the GRH program. This report presents highlights from the interviews of 802 program participants conducted from April-May of 2014. This sample size provides a margin of error of ± 3.3% at a confidence level of 95%.

GRH Survey Profile

The survey population included 8,820 registrants who were enrolled in the GRH program between 2011-2013. The 802 survey respondents were first asked if they recalled registering for the GRH program, in what year they first registered, and if they were currently employed. All survey respondents were employed and recalled registering for the GRH program at the time of the survey.

Eligibility Status – Current vs. Past Participation

Beginning in 2011, participants in the GRH program were no longer required to re-register for the program. All participants were automatically re-enrolled each year since 2011 regardless of their current alternative mode use or desire to continue participation in the program. The survey team felt it was important to distinguish the participants that were currently enrolled in the program but due to their current commute mode status are no longer eligible for the program.

Respondents were asked a series of questions in order to determine if they were currently eligible for the GRH program. By examining each respondent's current commute they were classified into one of two categories:

1. Current Participant – Participants reporting they currently use an eligible commute alternative on a weekly or occasional basis.
2. Past Participant – Participants reporting exclusive use of modes that are not eligible for the program. These modes include driving alone, teleworking, or biking to work.

Based on these classifications, 87% of respondents were currently eligible for the GRH program. The remaining 13% of participants, who indicated that they exclusively drove alone for their trip to work or teleworked, were not currently eligible for the GRH program.

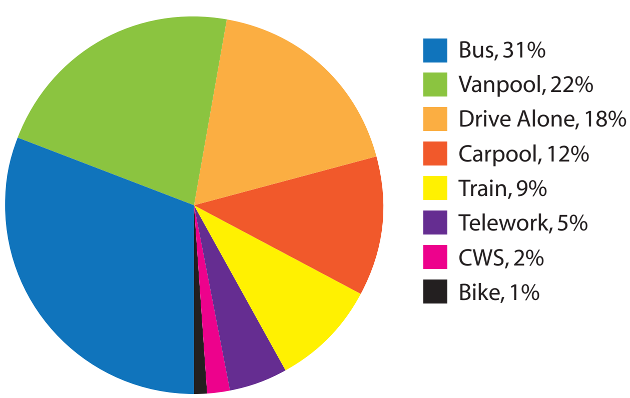
Demographics
The demographic profile of GRH participants did vary in some categories compared to participants in other incentive programs as well as the profile of commuters from the 2010 Regional Commuter Survey. The 2013 GRH survey had a larger percentage of African American participants and federal and state or local government workers. GRH participants also reported higher incomes, with 73% of respondents reporting an average annual household income of $60,000 or more, compared to 66% of $3 A Day program participants from the 2012/2013 program year and 63% of respondents from the 2010 Regional Commuter Survey. The distribution age of GRH participants also differed from the other incentive programs as well as the regional average. Sixty-one percent (61%) of GRH respondents reported an age of 45-64, compared to 44% of $3 A Day participants from the 2012/2013 program year and 50% of respondents from the 2010 Regional Commuter Survey.

Current Commute Behavior

The GRH Survey participants were asked about their current weekly commute behavior.

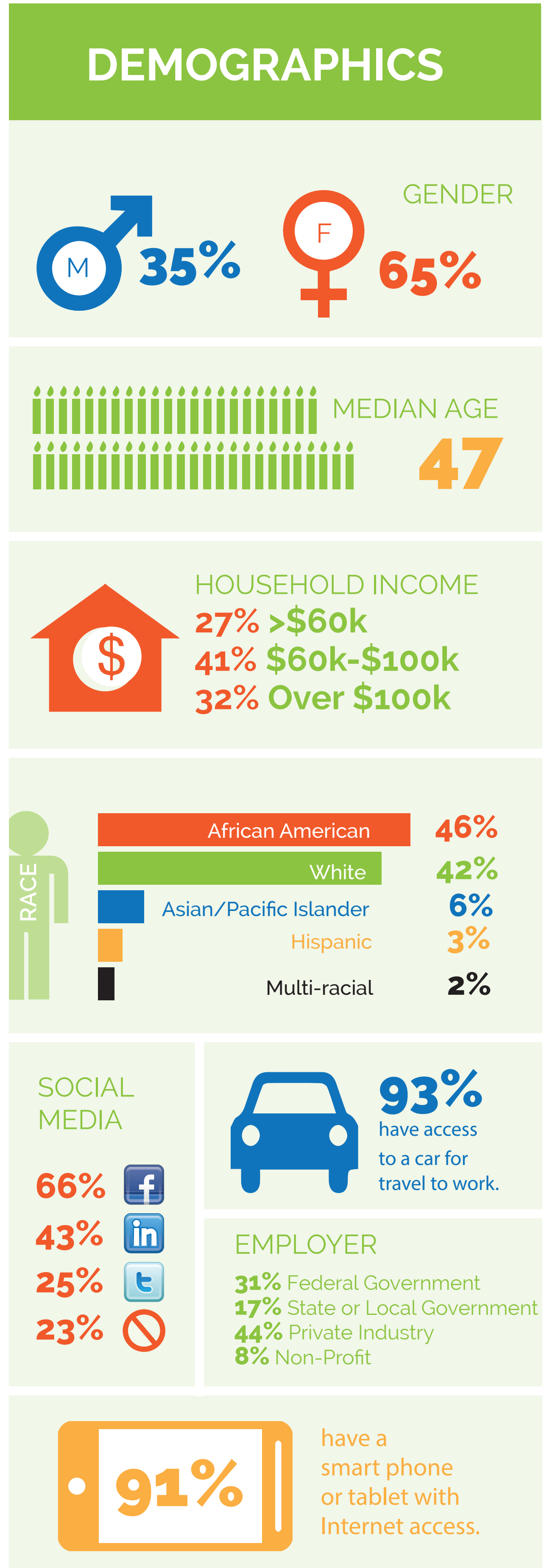
Mode Split
Roughly 82% of respondents' current weekly commute trips were made using an alternative mode while 18% were made driving alone. The majority of this 82% came from vanpool and bus trips, 22% and 31% respectively.

Figure 1: Current Weekly Commute Trips (n=802)



Current Number of Commuters in Carpool and Vanpool
On average, respondents reported 2.5 riders in a carpool and 8.9 riders in a vanpool.

Distance from Home to Work
Survey participants reported an average one-way commute distance of 31 miles. This one-way commute distance is significantly higher than the 17.5 miles reported in the 2010 Regional Commuter Survey as well as the 24 miles reported by $3 A Day participants from the 2012/2013 program year. Participants also indicated they have been using their current mode for an average of 4.7 years.



Distance from Home to Alternative Mode
Two-thirds (66.7%) of respondents reported that they drive alone an average of seven (7) miles from home to meet their carpool, vanpool, bus, or train.

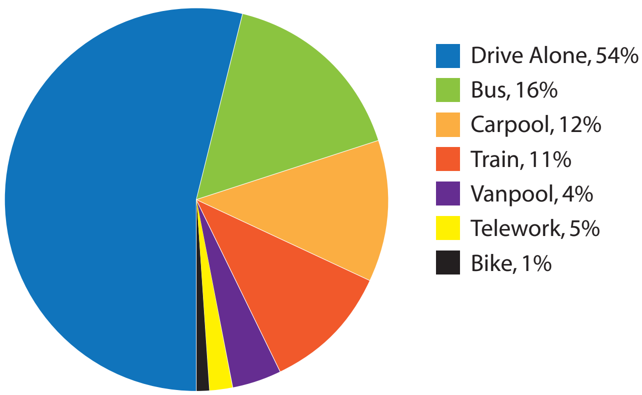
Duration in the Program
The majority of respondents (57%) reported participating in the GRH program for 3 or more years.

Changes in Commute Behavior

Survey participants were also asked about their travel to work prior to enrolling in the GRH program.

Mode Split Prior to GRH Enrollment
Prior to enrolling in the GRH program, the majority (54%) of weekly commute trips were made driving alone, while 46% of trips were made using an alternative mode.

Figure 2: Weekly Commute Trips Before GRH (n=797)



Effect of GRH on Commute Behavior
One-half (51%) of respondents indicated that they started using an alternative mode after signing up for the GRH program and 43% indicated that they continued the use of an alternative mode.

Table 1: Commute Changes After Joining GRH

Commute Changes After Joining GRH	2014 (n=797)
Started Alternative Mode	51%
Continued Alternative Mode	43%
Increased Alternative Mode	3%
Not Working Prior to GRH	3%

Importance of GRH in Decision to Start and Continue Alternative Commute Mode
The majority of respondents that started using a commute alternative after joining the GRH program reported that the availability of GRH was somewhat or very important in their decision to start using an alternative mode. Similar results were found for respondents that reported continuing the use of an alternative mode after joining the GRH program.

Table 2: Importance of GRH in Decision to Start or Continue Alternative Commute

Importance	Start Alt Mode (n=392)	Continue Alt Mode (n=340)
Very Important	63%	61%
Somewhat Important	25%	26%
Not at All Important	12%	13%

GRH Program Awareness, Utilization, and Satisfaction

Awareness
The majority of respondents reported that they heard about the GRH Program through their employer or property manager (36%) or from a co-worker, family or friend (31%).

Utilization and Satisfaction
Nearly one-third of respondents (31%) reported taking a GRH trip since they joined the program. When asked why these GRH trips were taken, 40% of respondents reported it was because they became ill, and 30% indicated they used a GRH trip due to the illness of a child or family member. The majority of the remaining trips were made due to personal emergencies (24%) and unscheduled overtime (19%).

The 31% of respondents that reported taking a least one trip since joining GRH were asked a more specific question about when they took their last GRH trip. The majority (61%) of these respondents reported taking their last GRH trip within the last year.

Table 3: How Respondents Heard About GRH

How Respondents Heard About GRH	2014 (n=797)
Employer/Building	36%
Co-worker/Family/Friend	31%
Media Source	14%
Vanpool/Bus Sign	6%
GCO/Rideshare/Ridesmart	5%
CAC/Other TMA	4%
Don't Know	3%
Other	1%

Table 4: Reasons for Taking GRH Trips

Reason	2014 (n=248)
Illness (Self)	40%
Illness of Child or Family Member	30%
Other Personal Emergency	24%
Unscheduled Overtime	20%
Missed Carpool/Vanpool	4%
Illness of Carpool Partner	2%
Carpool/Driver Had Different Schedule/Emergency	2%
Carpool/Vanpool/Car Broke Down /In an Accident	2%
Child Care Problem	1%
Don't Know	1%
Other	<1%

Table 5: Date of Last GRH Trip

Time Range	2014 (n=247)
Within the past month	9%
2 - 6 months ago	23%
7 - 12 months ago	29%
13 - 24 months ago	17%
More than 2 years ago	22%

Respondents that reported taking a trip in the last two (2) years were asked about their satisfaction with the service received. Approximately 95% of respondents were satisfied with the service they received. The majority of respondents (95%) also indicated that they received a taxi for their ride home while the remaining 5% received a rental car. On average, respondents waited for 23 minutes for the taxi or rental car to arrive.

Trips Taken in 2013
Respondents that reported taking at least one trip since joining GRH were asked about trips taken in 2013. Of the 31% of respondents that reported taking a trip since joining GRH, 57% took at least one trip in 2013.

Table 6: GRH Trips in 2013

Number of GRH Trips Taken in 2013	2014 (n=248)
0	41%
1	36%
2	11%
3	4%
4	4%
5	2%
Don't Know	2%

In 2013, survey respondents reported taking a total of 240 trips out of the possible 4,010 trips they were eligible for; meaning respondents only used 6% of the available GRH trips.

Use of Other Services

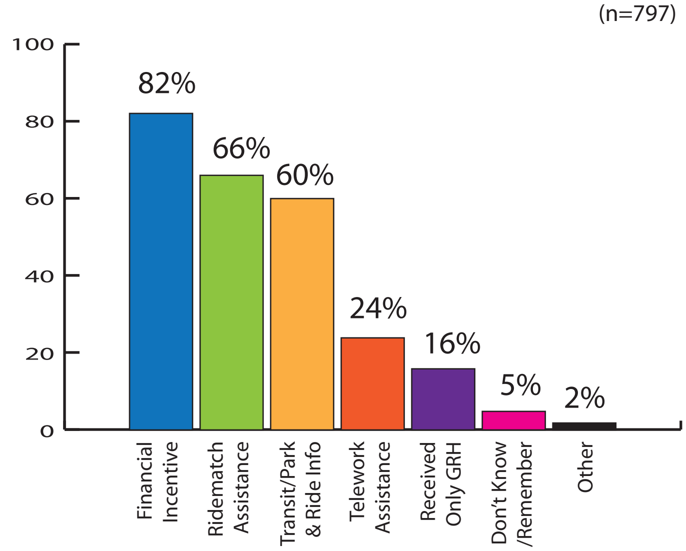
Respondents were asked a series of questions about other information or services they might have received to help with their travel to work.

Influence of Additional Information and Services Received
The majority (82%) of respondents reported that they received information or assistance on some type of financial incentive program while two-thirds (66%) of respondents reported that they received ridematch assistance.

Ridesharing Assistance
Respondents that reported receiving a list of potential carpool or vanpool partners were asked additional questions about their efforts to contact potential partners and their ability to reach people on their list. A majority of respondents (59%) reported they did not try to contact any of the people on their list. When asked why, 29% reported they decided not to carpool, 26% found other rideshare options, and 15% reported the work schedules were not compatible.

Figure 3: Additional Information or Assistance Received

(n=797)



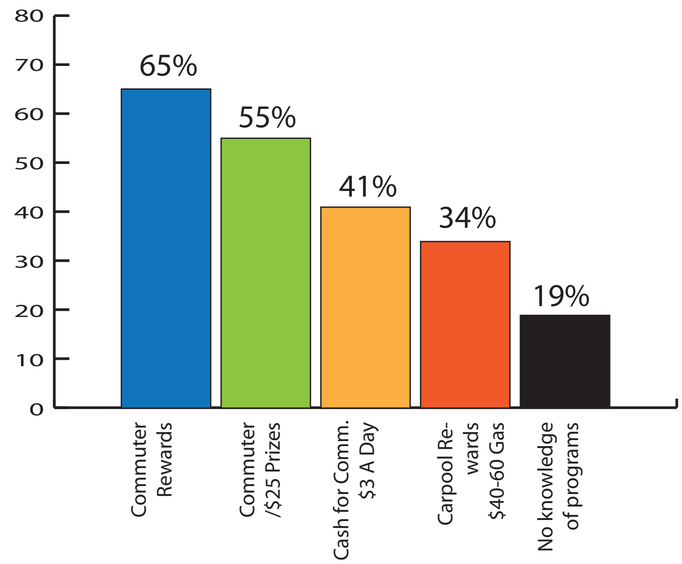
Of the 39% of respondents that contacted people on the list, 91% were able to reach one or more of the people named. Of those respondents able to reach people on their list, 87% reached a person that was interested in forming or adding a person to their carpool or vanpool. When asked if they formed or joined an existing carpool or vanpool with anyone on their list 66% said yes.

Awareness and Participation in Georgia Commute Options Incentive Programs

All respondents were asked about their awareness of the financial incentive programs offered through Georgia Commute Options. Nearly two-thirds of respondents reported awareness of Commuter Rewards (65%), 41% of the $3 A Day program, 55% of the $25 Prizes program and 34% of $40-60 Gas Cards program. Two out of ten respondents (19%) reported they had not heard of any of these programs.

Of those respondents aware of these programs, 37% reported they were currently participating in one or more programs, 34% reported they had previously participated, and 29% reported they had never participated.

Figure 4: Awareness of Other Incentives Offered by Georgia Commute Options (n=797)



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